

Message Text

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SUBJ: IPS SIGNS CONTRACTS FOR TWO EXHIBITS IN MOSCOW IN 1976:
"INTERDISPLAY 76" AND "TEKNIKA SPORTA 76"

REF: 75 MOSCOW 16671

1. BABECK SEROUSH, PRESIDENT OF COLOGNE-BASED TRADING FIRM INTERNATIONAL PROCESSING SYSTEMS GMBH (IPS), PROVIDED COMMERCIAL OFFICE INFORMATION ON TWO EXHIBITIONS WHICH IPS HAS CONTRACTED WITH SOVIETCHAMBER TO ORGANIZE IN MOSCOW DURING 1976. "INTERDISPLAY 76", FOCUSING ON ELECTRONICS INDUSTRY, WILL BE HELD JULY 6-16 AT PAVILION 5 OF MOSCOW'S SOKOLNIKI PARK. "TEKNIKA SPORTA 76" WILL RUN SEPTEMBER 8-20 AT MOSCOW'S PARK OF ECONOMIC ACHIEVEMENTS (VDNKH) AND WILL COVER ALMOST ALL ASPECTS OF CONSTRUCTION AND EQUIPMENT FOR THE 1980 OLYMPIC GAMES.

2. ACCORDING TO SEROUSH, IPS HAS OBTAINED FROM MINISTRY OF RADIO INDUSTRY LIST OF ABOUT 55 AMERICAN ELECTRONICS FIRMS WHICH MINISTRY WOULD LIKE TO HAVE PARTICIPATE IN "INTERDISPLAY 76", AS WELL AS INDICATION OF WHICH SPECIFIC PIECES OF EQUIPMENT SOVIETS WOULD LIKE THEM TO BRING TO MOSCOW. IPS HAS ALREADY WRITTEN TO THESE FIRMS AND OBTAINED EXPRESSIONS OF INTEREST FROM MOST. (SEROUSH HAS PROMISED TO SEND US
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A LIST OF US FIRMS INVITED, WHICH WE WILL FORWARD

TO WASHINGTON.) EXHIBIT WILL BE PREDOMINANTLY AMERICAN, WITH ONLY HANDFUL OF GERMAN AND ITALIAN FIRMS INVITED. IPS' PRESENT CONTRACT CALLS FOR USE OF 3,000 SQUARE METERS IN PAVILION 5, BUT THERE IS AN OPTION FOR MORE IF NEEDED. COMMERCIAL OFFICE POUCHING DESCRIPTIVE LITERATURE ON "INTERDISPLAY 76" TO BEWT/TDAD AND BEWT/TPD.

3. PRINCIPAL PRODUCT AREA FOR "INTERDISPALY 76" IS EQUIPMENT FOR PROCUTION OF COMPONENTS FOR PRINTED CIRCUIT BOARDS. IPS HOPES TO EXHIBIT COMPLETE PRODUCTION LINES, COMPOSED OF COMPATIBLE COMPONENTS FROM DIFFERENT FIRMS. IN ADDITION TO MINISTRY OF RADIO INDUSTRY -- WITH WHICH IPS HAS (ACCORDING TO SEROUSH) DEVELOPED CLOSE COOPERATION -- MINISTRIES OF COMMUNICATIONS EQUIPMENT INDUSTRY, ELECTRONICS INDUSTRY, ELECTRICAL EQUIPMENT INDUSTRY AND INSTRUMENT MAKING, AUTOMATION EQUIPMENT AND CONTROL SYSTEMS (MINPRIBOR) WILL ACTIVELY PARTICIPATE IN EXHIBITION. COMMERCIAL OFFICE HAS ALERTED IPS TO POTENTIAL LICENSING PROBLEMS IN AREA OF PRINTED CIRCUIT TECHNOLOGY AND ADVISED SEROUSH TO HAVE ALL PARTICIPANTS CHECK AT EARLY DATE WITH OEA REGARDING LICENSEABILITY OF THEIR EQUIPMENT. PRODUCT CATEGORY LIST BEING POUCHED TO BEWT/OEA.

4. "TEKHNKA SPORTA 76" (SEPT. 8-20) MAY PROVIDE US FIRMS WITH GOOD OPPORTUNITY TO PRESENT PRODUCTS AND SERVICES SOVIETS WILL REQUIRE IN CONSTRUCTING AND RUNNING OLYMPIC FACILITIES. IPS HAS OBTAINED 25,000 SQUARE METERS AT VDNKH FOR EXHIBIT, INDICATING IPS AND CHAMBER PLAN MAJOR UNDERTAKING. COPY OF IPS TELEX LISTING WIDE RANGE OF SUGGESTED EXHIBIT AREAS BEING POUCHED TO BEWT/TPD AND BEWT/TDAD.

5. IPS, WHICH BUILT PAVILION 4 A AT SOKOLNIKI, PRESENTLY NEGOTIATING WITH SOVIET CHAMBER ON SCONSTRUCTION EXHIBITION SITE IN RIGA. WITH MAJOR PARTICIPATION IN INLEGMASH AND INTERBYTMASH AS WELL AS ABOVE SHOWS, IPS HAS BECOME (ALONG WITH GLAHE) MAJOR FACTOR IN INTERNATIONAL AND SOVIET EXHIBITIONS. WE WOULD WELCOME ANY UNCLASSIFIED

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COMMENTS COLOGNE MAY BE ABLE TO PROVIDE ON THIS FIRM (LOCATED AT D-5000 KOLN 1, AM HOF 34-36).
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